

Message Text

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PAGE 01 KUWAIT 07273 281457Z
ACTION NEA-10

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R 281407Z DEC 77
FM AMEMBASSY KUWAIT
TO USDOC WASHDC
INFO AMEMBASSY ABU DHABI
AMEMBASSY AMMAN
AMEMBASSY ATHENS
USINT BAGHDAD
AMEMBASSY CAIRO
AMEMBASSY DAMASCUS
AMEMBASSY DHAHRAN
AMEMBASSY DOHA
AMEMBASSY JIDDA
AMEMBASSY MANAMA
AMEMBASSY MUSCAT
USLO RIYADH
AMEMBASSY SANA
AMEMBASSY TEHRAN
AMEMBASSY TEL AVIV
SECSTATE WASHDC 9810

UNCLAS KUWAIT 7273

COMMER FOR BIC/CAGNE

STATE FOR NEA/ARP

E.O. 11652: N/A
TAGS: BEXP, KU
SUBJECT: FY79 USDOC/CAGNE TRADE PROMOTION EVENT SCHEDULE

REF: USDOC 24287 AND PREVIOUS

1. WE APPRECIATE USDOC'S VERY THOROUGH REVIEW OF COMMENTS
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BY THIS AND OTHER POSTS ON FY 79 TRADE PROMOTION EVENT
SCHEDULE.

2. RE PARA 2(E) OF REFTEL ASKING US TO CHECK WITH VIABILITY
OF OF A VIDEO/CATALOG EXHIBITION WITH KUWAIT CHAMBER OF
COMMER, OUR RECOMMENDATION AGAINST USE OF THIS TECHNIQUE
HERE WAS BASED ON CONSULTATIONS WITH THE KUWAIT CHAMBER

OF COMMERCE AND LOCAL BUSINESSMEN, THE FAILURE OF A SIMILAR EXHIBITION, AND A JUDGMENT DRAWN FROM OUR FIRST-HAND KNOWLEDGE OF THE MARKET. A READING OF THE CURRENT SITUATION DOES NOT ALTER THAT ASSESSMENT.

3. IN RESPONSE OUR QUERY AFTER RECEIPT OF REFTEL, THE CHAMBER OF COMMERCE INFORMED US THAT KUWAIT IS BASICALLY OVERSATURATED WITH TRADE MISSIONS, DELEGATIONS AND EXHIBITIONS SINCE SUCH TRADE EVENTS TAKE PLACE ON THE AVERAGE OF ONCE EVERY 2 1/2 TO 3 DAYS. THIS HIGH VOLUME OF TRADE PROMOTION ACTIVITY COUPLED WITH THE KUWAITI BUSINESSMAN'S PREFERENCE FOR DOING BUSINESS IN HIS OWN OFFICE MAKES ATTENDANCE RECORDS AT EVEN THE BEST ORGANIZED, "LIVE" TRADE SHOWS SPOTTY. IN SUM, THE FOOD PROCESSING AND PACKAGING VIDEO CATALOGUE EXHIBITION SHOULD NOT RPT NOT BE SCHEDULED FOR KUWAIT.

4. RE PARA 5 REFTEL, WE WERE INTERESTED TO LEARN THAT FRANCHISE MISSION DROPPED PARTLY BECAUSE OF LACK OF "INITIAL EXPORT SALES POTENTIAL". OF COURSE THE SALE OF, SAY, ELECTRIC GENERATORS FOR A POWER PLANT WILL RESULT IN A HIGHER "INITIAL SALE" THAN A MONTH'S TURNOVER OF MACDONALD'S HAMBURGERS. BUT WITH THE GENERATORS, THE "INITIAL SALE" MAY ALSO BE THE FINAL SALE, WHILE THE FRANCHISE OPERATION CONINUES SALES AND MAINTAINS A VISABLE AMERICAN PRESENCE IN THE MARKET. KUWAIT'S GROWING UNCLASSIFIED

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LEVEL OF PRIVATE INVESTMENT IN THE SERVICE INDUSTRIES AND ITS GROWING SOPHISTICATION BOTH POINT TO A GROWING MARKET FOR CONSUMER GOODS AND SERVICES. IF, FOR ANY REASON, ONE OF THE SCHEDULED FY 79 MISSIONS FALLS BY THE WAYSIDE, WE RECOMMEND THAT A FRANCHISE MISSION BE PUT ON THE TOP OF THE LIST AS A REPLACEMENT.

5. NOTE FOR THE FUTURE: SHOULD KUWAIT BE ACCEPTED AS A STOP-OVER POINT FOLLOWING THE JANUARY '79 ELECTRICAL ENERGY SPECIALIZED TRADE MISSION, WE WOULD APPRECIATE PROMPT NOTIFICATION SO THAT WE CAN MAKE ARRANGEMENTS FOR APPOINTMENTS FOR THOSE MEMBERS OF THE MISSION DESIRING THEM.
MAESTRONE

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